

National Nutrition Month Mini-Symposium*
"Communicating Nutrition Messages: Strategies for Diverse Audiences"
Sponsored by the NIH Division of Nutrition Research Coordination (DNRC)
Friday, March 4, 2011 8:30-Noon
NIH Campus, Natcher Building (Bldg #45)-Balcony C (upper level)

Objective: To discuss health communication principles and evidence-based research for communicating nutrition messages to consumers, including diverse population subgroups.

AGENDA

8:00 **Packet pick-up**

8:30 **Welcome: Margaret A. McDowell, PhD, MPH, RD, NIH, Division of Nutrition Research Coordination**

8:45-9:30 ***Considerations for Effective Health Communication***

- **Overview of Health Communication Principles- Kay Loughrey, MPH, OS/OPHS**
- **Gender Considerations- Cheryl Toner, MS, RD, Fellow, Nutritional Science Research Group, NIH, National Cancer Institute, Bethesda, MD**

9:40-10:40 ***Considerations for Age and Cultural Subgroups***

- **Digital Media and Youth- Dr. Sonya Grier, PhD, MBA, Associate Professor, Department of Marketing, American University, Washington, DC**
- **Considerations for Communicating with Older Adults- Stephanie Dailey, MA, NIH/NIA**
- **Considerations for Communicating with Cultural Groups: Eileen Newman, MS, RD, NIH/NIDDK**

10:45 **Break**

11:00 **Moderated Discussion- Sylvia Rowe, MAT, SR Strategy LLC, Washington, DC**